

WHAT IS CLAIMED IS:

1. A composition comprising from about 0.1 to about 20 weight percent of a flavor or fragrance material encapsulated in matrix comprising from about 60 to about 99.5 weight percent of materials selected from the group consisting of sugars; maltodextrin having 5 to 20 dextrose equivalent (DE), fats, silicone dioxide, polyhydric alcohols, corn syrup solids, starch, modified starches, emulsifiers and food acids; and from about 0.5 to about 20 weight percent of hydroxypropyl cellulose.

2. The composition of claim 1 wherein matrix is from about 5 to about 95 weight percent.

3. The composition of claim 2 wherein the maltodextrin has a dextrose equivalent of from 5 to about 15.

4. The composition of claim 3 wherein the maltodextrin has a dextrose equivalent of from 10 to about 14.

5. The composition of claim 1 wherein the level of hydroxypropyl cellulose is from about 2 to about 10 weight percent.

6. The composition of claim 1 wherein the composition has a Tg of greater than 35°C.

7. The matrix of claim 1 wherein the matrix comprises from about 5 to about 75 weight percent starch.

8. The matrix of claim 1 wherein the matrix comprises from about 1 to about 80 weight percent of a food acid.